



**Community Outreach Report**  
**For**  
**WKXW - NJ 101.5 FM Trenton, NJ**

**3<sup>rd</sup> Quarter 2016**

**July 1, 2016 through September 30, 2016**

Reports prepared by:

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**Community Outreach Report**  
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Following is a listing of some significant community outreach events, along with the most significant programming treatment of those events, WKXW (NJ101.5-FM) responded to and supported for the period of July 2016 through September 2016. The listings are by no means exhaustive. The order in which the community outreach events appear does not reflect any priority or significance.

**Event:** Lemonade Day: Toms River

**Date:** Saturday, July 9, 2016

**Time:** 9:00 a.m.

**Duration:** 3 hours

**Description of Program/Event:** Station promoted awareness by announcing the event on air, on our website (nj1015.com) and by attending Lemonade Day throughout Toms River, NJ. The purpose of this event was to help promote Lemonade Day as an educational initiative that introduces entrepreneurship to the youth by teaching them how to start, own and operate their own business. Event was attended by Marklyn Johnson, NJ 101.5 Promotions Assistant.

**Event:** National Night Out: South River

**Date:** Tuesday, August 2, 2016

**Time:** 6:00 p.m.

**Duration:** 2 hours

**Description of Program/Event:** Station promoted awareness by announcing the event on air, on our website (nj1015.com) and by attending National Night Out in South River, NJ. The purpose of the event was to encourage local police-community partnerships to make our neighborhoods a better place to live. Local businesses and vendors also participated in the activities. Event was attended by Jessica Frank, Interim NJ 101.5 Promotions Coordinator.

**Event:** National Night Out: East Windsor

**Date:** Tuesday, August 2, 2016

**Time:** 6:00 p.m.

**Duration:** 2 hours

**Description of Program/Event:** Station promoted awareness by announcing the event on air, on our website (nj1015.com) and by attending National Night Out in East Windsor, NJ. The purpose of the event was to enhance the relationship between law enforcement and their neighborhood for a real sense of community. Event was attended by Marklyn Johnson, NJ 101.5 Promotions Assistant.

**Event:** National Night Out: Manalapan

**Date:** Tuesday, August 2, 2016

**Time:** 6:00 p.m.

**Duration:** 2 hours

**Description of Program/Event:** Station promoted awareness by announcing the event on air, on our website (nj1015.com) and by attending National Night Out in Manalapan, NJ. The purpose of the event was to encourage local police-community partnerships to make our neighborhoods a better place to live. Event was attended by Mike Hildebrandt, NJ 101.5 Promotions Coordinator.

**Event:** Kean Day

**Date:** Friday, September 9, 2016

**Time:** 1:00 p.m.

**Duration:** 3 hours

**Description of Program/Event:** Station promoted awareness by announcing the event on air and by attending Kean University's club fair, Kean Day, in Union, NJ. The purpose of the event was to provide students an opportunity to obtain experience in their field of study, particularly through internships. WKXW collected resumes from this event for the spring 2017 semester. Event was attended by Jessica Frank, Interim NJ 101.5 Promotions Coordinator.

**Event:** Art Auction for Valerie Fund Broadcast with Big Joe Henry

**Date:** Sunday, September 11, 2016

**Time:** 10:00 a.m.

**Duration:** 5 hours

**Description of Program/Event:** Station promoted awareness by announcing the event on air, on our website (nj1015.com) and by attending the Art Auction for Valerie Fund in Long Branch, NJ, with NJ 101.5 on-air personality Big Joe Henry. The purpose of the Valerie Fund is to provide support for the comprehensive health care of children with cancer and blood disorders. Event was attended by Jessica Frank, Interim NJ 101.5 Promotions Coordinator.

**Event:** Walk of Hope Broadcast with Big Joe Henry

**Date:** Saturday, September 17, 2016

**Time:** 10:00 a.m.

**Duration:** 5 hours

**Description of Program/Event:** Station promoted awareness by announcing the event on air, on our website (nj1015.com) and by attending the Walk of Hope at the Carrier Clinic in Belle Mead, NJ, with NJ 101.5 on-air personality Big Joe Henry. The purpose of the Walk of Hope is to promote the awareness of mental illness and to show those suffering from mental illness that they have a community of people who support them and want to help. Event was attended by Jessica Frank, Interim NJ 101.5 Promotions Coordinator.

**Event:** Holiday Express Sunset Benefit Clambake Broadcast with Big Joe Henry

**Date:** Sunday, September 18, 2016

**Time:** 10:00 a.m.

**Duration:** 5 hours

**Description of Program/Event:** Station promoted awareness by announcing the event on air, on our website (nj1015.com) and by attending the Holiday Express Sunset Benefit Clambake in Long Branch, NJ, with NJ 101.5 on-air personality Big Joe Henry. The purpose of Holiday Express is to deliver music, food, gifts, financial support and friendship to those with the greatest need for the gift of human kindness during the holiday season and throughout the year. Event was attended by Jessica Frank, Interim NJ 101.5 Promotions Coordinator.

**Event:** The College of New Jersey's (TCNJ) Opportunities Fair

**Date:** Friday, September 23, 2016

**Time:** 11:00 a.m.

**Duration:** 3 hours

**Description of Program/Event:** Station promoted awareness by announcing the event on air and by attending TCNJ Career Fair in Ewing Township, NJ. The purpose of the event was to provide students an opportunity to obtain experience in their field of study, particularly through internships. WKXW collected resumes from this event for the spring 2017 semester. In addition, full-time jobs the station was recruiting for were also discussed with students. Those jobs included: Political Sales Specialist, Promotions

Coordinator, Digital Managing Editor-Programs, Media and Digital Sales Executives and Entry-Level Media and Digital Sales Executives. Event was attended by Patrick Lavery, NJ 101.5 Morning Drive News Producer and Ray Handel, NJ 101.5 Director of Promotions & Marketing.

**Event:** Walk for Wishes

**Date:** Sunday, September 25, 2016

**Time:** 9:00 a.m.

**Duration:** 2 hours

**Description of Program/Event:** Station promoted awareness by announcing the event on air, on our website (nj1015.com) and by attending the Make a Wish Foundation of New Jersey's Walk for Wishes at Liberty State Park in Jersey City, NJ. The purpose of this event was to raise funds to help grant over 8,000 terminally ill children their biggest wish. Event was attended by Marklyn Johnson, NJ 101.5 Promotions Assistant.

**Event:** Rider University Fall 2016 Career Fair

**Date:** Tuesday, September 27, 2016

**Time:** 11:00 a.m.

**Duration:** 3 hours

**Description of Program/Event:** Station promoted awareness by announcing the event on air, on our livestream of NJ 101.5-FM and by attending the Rider University Career Fair in Lawrence Township, NJ. The purpose of the event was to provide students an opportunity to obtain experience in their field of study, particularly through internships. WKXW collected resumes from this event for the spring 2017 semester. In addition, full-time jobs the station was recruiting for were also discussed with students. Those jobs included: Political Sales Specialist, Digital Managing Editor-Programs, Media and Digital Sales Executives and Entry-Level Media and Digital Sales Executives. Event was attended by Ray Handel, NJ 101.5 Director of Promotions & Marketing.